

ABSTRACT OF THE DISCLOSURE

The present invention includes a panel on which a plurality of pixels are located, a light-source for visualizing an image displayed on the plurality of pixels, a controlling circuit for controlling the light-source, and an image-signal tone characteristic controlling circuit. Moreover, the light-source controlling circuit has a function of repeating a period. Here, the period includes a 1st time-period during which an electric current having a 1st intensity is fed to the light-source, and a 2nd time-period during which an electric current having a 2nd intensity differing from the 1st intensity is fed to the light-source. The light-source controlling circuit controls the 1st time-period and the 2nd time-period in accordance with display information. Also, in accordance with the display information as well, the tone characteristic controlling circuit is controlled so that the excellent contrast will be always available.